



COUNCIL OF THE DISTRICT OF COLUMBIA
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WASHINGTON, D.C. 20004

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Chairman

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July 17, 2013

Tim O'Shaughnessy, CEO and Co-Founder
LivingSocial Inc.
1445 New York Ave, Suite 200
Washington, DC 20005

Dear Mr. O'Shaughnessy:

I write regarding LivingSocial's lack of a clear policy against offering online consumer deals that pair the use of firearms with the consumption of alcohol. There is no justification for packaging activities that market firearms and alcohol consumption, and I urge LivingSocial to establish a policy that discontinues the marketing of these deals.

A number of recent, high-profile tragedies involving gun violence have occurred throughout the country and here in the District—where LivingSocial is headquartered. The District has, in the wake of the U.S. Supreme Court's *Heller* decision, developed a sensible, forward-thinking approach to the regulation of firearms. It is premised on the notion that gun ownership and use should be taken seriously. Offering consumers a product that seemingly glorifies the opportunity to shoot a firearm and consume alcohol is, in my view, too flippant with the responsibility that is associated with gun use. It is like the District's ban on selling beer at gas stations. The reason for this is simple: it is not in the public interest to associate the two.

While I understand that LivingSocial's policy is to turn away participants who are visibly intoxicated and require all participants to sign a form certifying their sobriety, the promotion of alcohol and firearm use sends the wrong message and does a disservice to efforts to promote responsible gun ownership. While there are benefits to educating those who would own guns to the safe and proper use of firearms, pairing an educational program with a drinking dilutes if not dissolves the potential benefits.

This is a public safety issue. Marketing gun use with alcohol consumption is corrosive to the notion of responsible gun use and ownership. Given the prevalence of gun violence of late, other companies that market similar activities have established a policy against offering such deals. I urge LivingSocial, as a responsible corporate citizen, to do the same.

Sincerely,



Phil Mendelson, Chairman

PM/bm